

# Plan New Streets For Rapidly-Growing Southwest Section

ESTABLISHED 1927

## WHAT'S MAY GOT?

	Max.	Min.
Friday, July 2	108	74
Saturday, July 3	102	64
Sunday, July 4	99	67
Monday, July 5	108	65

Vol. XXI—No. 98

## Village Grapes Go East

Harvest of Crop  
In Rancho Mirage  
Area Under Way

Thompson seedless grapes, thousands upon thousands of pounds, started moving in refrigerated cars from Coachella Valley to New York this week.

Strange as it may seem to many winter tourists, and not a few Villagers, a good portion of this grape yield will be harvested in the Palm Springs area with the biggest production in many years.

**MANY OF THE VINYARDS** will be harvested for the first time when picking begins this week-end. The grape area is located near Rancho Mirage with the vines being picked a week to ten days later than those south of Indio.

All of the grape growers around Rancho Mirage are well known in the Village. They are Don Mayer and Gordon Feekings who operate a 20-acre vineyard; Paul Kersten with 100 acres; Henry Gogerty, with his first six acre yield and 40 more which will yield a harvest next season; J. E. "Doc" Gurley with 70 acres and Republican leader William Reichel, 20 acres.

**THE TOTAL HARVEST** expected from all of these vineyards is expected to reach more than 200,000 pounds and will take approximately 70 refrigerator cars to haul the fruit to eastern markets.

Packing of the grapes started this week. The Thompson seedless grapes will be placed in 24 pound boxes for shipment. Gurley's place is expected to produce around 20,000 of these boxes with the same expected from the Kersten ranch.

**GOGERTY'S VINYARD** is expected to produce between 1400 and 2000 boxes. The first year's crop coming from the Maher-Feekings' operation is estimated at 3000 boxes. This harvest is the culmination of three years of hard work on the part of Maher who has been operating the ranch.

The vineyard belonging to Bill Reichel, who is now with Governor Earl Warren and his family in New York, will also produce its first harvest, an estimated 5000 boxes, it was reported.

## This Side Of The Sun

By Phat

It may be that I'm sadistic in relaying this statistic. But it gives me great delight. While on a visit with my kin they put on me and tucked me in. Two blankets the other night

Thought of that one as I dozed in the front seat coming home from a brief foray out of town over the week-end... Mrs. G. was maneuvering the family car skillfully through motorcycles, trucks and impolite louts in ordinary autos, so all I had to do was sit back with my eyes closed and think... not that I think better that way but it shut out the view of the traffic... I didn't like to look... And then when I got back here people were talking about what a cool night it was... over in the southeast corner—if you're facing north while reading this—there's even a method of hauling out a blanket. The one night I've been away for weeks and it would have to turn that way... But, after getting all of these cards from vacationers about sleeping under two and three blankets I had a lot of fun Saturday night going to sleep... Instead of counting sheep, I counted all of the Villagers to whom I was going to send a card: "Slept under two blankets last night".... Fell asleep somewhere between the P's and the R's trying to think of somebody I knew here whose name starts with Q.

STILL THINK that of all of the postcards I have received from summer vacationists the best was that one from a nice elderly Villager who, two years ago, wrote: "Am sleeping under two blankets—wish you were here".... It was right after I showed Mrs. G. that one that she moved down here.... Have a friend out La Quinta way who has a ranch... It is sort of on the market, she doesn't know whether she

See THIS SIDE, Page 5



**GRAPE HARVEST**—Scene at the Paul Kersten packing house as Thompson seedless grapes started going to New York from the Palm Springs area this week. Several growers in the area to the east of the Village started shipping this week. The Kersten packing house is a converted Torney building and is now a hive of activity. (Gayle Studio Photo)

## Traffic Code Enforcement In Full Effect

"Because people are too relaxed down here in the summer time and do not use the ordinary precautions they use during the season, the danger in automobile code violations is great—and we have to be as strict or stricter in enforcement of many of the traffic law's provisions as we do in winter," said Chief of Police Kettmann yesterday in issuing a warning to drivers that there is no highway holiday.

Charley Valentino has been detailed to traffic exclusively with special emphasis being laid on speeding, illegal U turns, double parking with the car unattended and ignorance of boulevard stops.

**SPEED IS ESPECIALLY** under the ban these summer days. "People are crossing the street carelessly," Valentino said. "They figure it's summer and there is no traffic. Sure, the traffic may be lots less than in winter but that's just the point. Less traffic, more speed. Less traffic, relaxed pedestrians who don't look, bingo, along comes a speeding car and someone goes to the hospital."

Valentino said that he has been clocking some autos down through the heart of town at 45 and 50 miles an hour—and writing tickets. Judge E. E. Therieu has adopted a tougher scale of fines and Chief Kettmann is backing Valentino to the limit, turning a deaf ear to all requests that tickets be scratched or at least written down.

**BECAUSE** it is summer don't try U turns in the business district in the middle of the block. Several persons have and are slated to face city traffic court. Many already have. "There's a ticket ready for any and all who decide to turn around and instead of going to an intersection where it is legal, stick out hand, sometimes, and swing around."

If the situation is still grave, California will stick to daylight time until Jan. 1, 1949.

The law which established daylight time in the state this Spring when lack of rains threatened California's hydroelectric power supply, set the date for the end of the advanced clocks as Jan. 1, 1949, with the provision that should conditions improve, it could be ended earlier by proclamation of the governor.

"So it's up to the public utilities commission," said Warren. "If the situation warrants California will go back to standard time when the other states do, on Sept. 25."

Ruby and Connie and their crew are on vacation. The Dunes closed as of the Fourth of July weekend to re-open on Sept. 3.

Donald F. Greenback, 25, will appear Friday morning at 10:00 a.m. before Judge E. E. Therieu on a grand theft charge here. Greenback, a waiter from Big Bear, is held in lieu of \$2,500 bail.

## Lad Wants Letters

Youth in Russia-Held Germany Appeals to Mayor Farrell for Letters from Village

Mayor Charles Farrell this week asked that any young Villagers who were interested, correspond with Gerhard Rodler, in the Russian occupation zone of Germany following receipt of a letter from the 17-year-old youth this week.

The letter was addressed to Mayor Farrell and set forth that the youth was learning printing and the English language and wanted boys and girls of Palm Springs to write to him to aid in his lessons.

It all depends on the power situation.

If it is not serious in September throughout the state Palm Springs will be back on standard time Sept. 25—unless another effort is made to establish Village time.

Gov. Earl Warren, on his return from the east last week-end, said that California will abandon daylight time on the last Saturday in September if the power situation has been alleviated.

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It's a woman's privilege to change her mind.

The police blotter Saturday contained these notations:

"2:30 p.m.—Mrs. Blank called to report loss of a valuable silver buckle."

"3:16 p.m.—Mrs. Blank called to stop the search. She didn't lose it, after all."

**Blaze in Kitchen Does \$50 Damage**

An over-heated stove at the residence of Mrs. Jean Whitaker, 425 East Amado road at 3:15 Saturday resulted in a call to the fire department. Flames from the stove did approximately \$50 damage to adjacent kitchen walls before being subdued.

He wants correspondence from Village youths from 13 to 20 years of age.

His address is given as: Gerhard Rodler, (10b) Werden Saxony, Rintystr 42, Russian Occupation zone.

# The Desert Sun

Of Palm Springs, California

Tuesday, July 6, 1948

ESTABLISHED 1927

TEMPORARY OFFICES  
174 N. Palm Canyon Dr.  
(In The Center)  
Business Office  
and Classified Ads..... 2249  
News Department..... 3741  
Display Advertising..... 2240

Single Copy 10¢

## Power Co. Wins Increase in Rates

### Important New Streets On Program

#### Council to Consider Important Traffic Arteries Tomorrow

City council in session tomorrow night will hear preliminary plans for the inclusion of three more thoroughfares in the major highway system of Palm Springs.

Plans to be presented by George Minturn, city engineer, will designate Sunrise way from Ramon road to Highway 111, Sunny Dunes road from Camino Real to Sunrise way and Mesquite from the Cahabu school to Sunrise way, as streets of major importance.

**THIS DESIGNATION** will place these streets in the category entitled to improvements from the city's share of gasoline tax funds.

The improvement and extension of these roads will greatly improve traffic conditions in the southern and southeastern parts of the Village.

Two new roads from Palm Canyon drive to Sunrise way, Mesquite and Sunny Dunes road, will provide new methods of entry and exit from a rapidly developing portion of the city.

Pam Springs observed a peaceful and decorous holiday.

One fire which did small damage to the kitchen of a local home, one police chase, originating outside of the city, a breath of drunks and one or two minor arguments which drew official attention, marked the day.

There were no popping firecrackers, a city law prohibiting this and little excitement.

Many Villagers took off Friday night or Saturday for coast or mountains and quite a few outsiders came into town but the latter did little celebrating—down town.

"If they were all as safe and sane as our Fourth was, the nation would really be doing well," was police comment.

Most of the stores were closed for the holiday yesterday, cafes, lounges and drug stores alone being open to serve the people who remained in town.

Charles Skouras, motion picture theater owner and a frequent winter visitor in Palm Springs, was revealed as the highest-paid man in the nation for the second straight year U. S. treasury department reports revealed. He got \$985,300—before Uncle Sam took his tax cut.

### Village Will Start Paying More Aug. 1

#### Domestic Charges Will Average 8 Per Cent More is Indication

On and after August 1, this year, Villagers will start paying higher electric light and power bills as a result of findings of the State Utilities Commission which has been studying the application of the California Electric Power company for higher rates since last December.

The commission's decision was made known Friday and the increase sought in rates is expected to boost the company's revenue \$506,000 annually.

**IN PALM SPRINGS** the new rate schedule to go into effect the first of next month, will average about 8 per cent for residential and commercial uses, the commission said. Wholesale and agricultural rates will rise about 9 per cent and the price of power for resale 15 per cent.

The company had asked for a rate schedule which would increase the percentage of return on its \$34,600,000 investment in California from 4.77 to 6.3 per cent. This represented approximately an increase of \$815,000 in annual returns.

**THE NEW RATE** schedule, according to the commission, will increase the percentage of return to the company 5.7 per cent on its investment.

The application was filed in October, 1947, and hearings started in Riverside early in December. Three hearings were held at the county seat, the last in March.

**IN A STATEMENT** issued Saturday Albert Gage, company president, said:

"The public utilities commission's decision follows extensive hearings and studies by the commission which has lapsed since the filing of our application for rate increase in October, 1947. This application was brought about by increases in the cost of practically everything used in our business.

For instance, since 1940 our labor costs have gone up 80 per cent and taxes have increased 147 per cent, poles are up 72 per cent, copper wire 77 per cent, and fuel oil used to generate electricity.

See HIGHER RATES, Page 5

## The PUBLISHER'S Corner

by OLIVER B. JAYNES

**AFTER TWO WEEKS** in foggy, smoggy, traffic-bound Los Angeles, the Village looked like paradise when we glided into town last Friday off the smooth, new highway. Its peace and quiet... its clean, fresh air... its glorious vistas... and its friendly people were all a great relief from life in the big city a hundred miles away. We're glad to get away from smelly buses, impatient traffic cops, horn-blowing motorists, fancy three-way signals, lunch hour mobs in downtown restaurants, crowded elevators, noisy street cars and gloomy mornings. Perhaps we're just getting old—just tired of a 20-year fight for existence in a city that had outgrown all of its facilities.

On the other hand, we don't think it can all be charged to advancing years. We believe that people just don't know how much city living takes out of them until they tear themselves away from it. Some apartment dwellers, of course, like that sort of life. Others don't know anything different and accept that as normal living. To them, standing for hours every week in theater and restaurant queues is as much a part of their lives as eating and sleeping. Fighting traffic for a half hour—or considerably more—every morning and evening is as much a part of the business man's day as dictating a letter. Fighting the mobs to see a president or a prize fighter is more of a disease than an actual desire. Everybody's doing it... why not us?

**SO WE STILL SAY** that Palm Springs—and other outlying communities—are going to grow as people tire of city living. Almost everyone we talked to in Los Angeles showed a decided interest the moment we mentioned Palm Springs. Some who have not been here upon us with envy. There are few to whom this desert area does not have a lure. And there are those to whom the reputation of glamor has a definite appeal. To all these, there must be added the health seeker. From these hundreds of thousands of city dwellers, Palm Springs will draw many throngs of vacation seekers, hundreds of winter residents and no small number of permanent Villagers like ourselves. It is our positive assurance of future growth—on top of those who come from Portland, Pittsburgh, and Pumpkin Center! Within a hundred and twenty-five miles of this charming desert community lies the great storehouse of our future population. As more and more come, there will be more business opportunities and more employment. That's what many are waiting for.

**AND NEXT YEAR** we think we'll start the slogan: "Stay Thru July Fourth." There have been but few days so far this summer that one who naturally enjoys the desert would complain about the heat. Sunday was positively delightful. And that night we had to get up about one a.m. and look up a cover—honestly!

## Not So Bad

Chuck St. George Jr.  
Writes From Tokyo

Japan isn't such a bad place according to Charles (Chuck) St. George Jr. in a letter to his parents here.

Young St. George who now resides at a T-5 is stationed in Toyko, living at the Atis hotel.

The Japanese with whom he comes in daily contact are friendly and he likes the country and his post.

He was also full of praise for Gen. Douglas MacArthur in his letter home.





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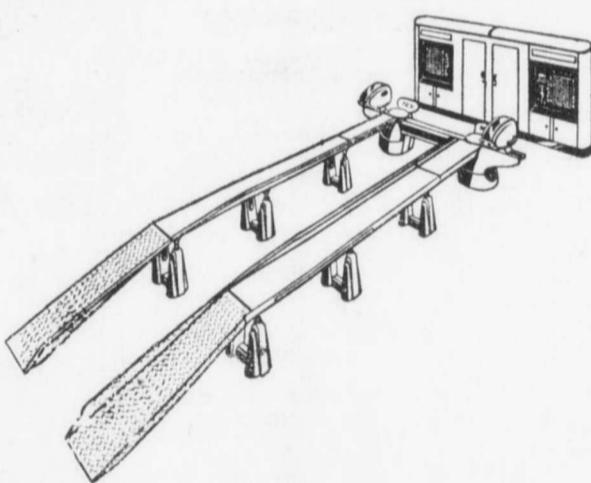
Each week one of these advertisers is featured with a large ad below—check these advertisements for self-savings at summer prices—believe us, it will pay you! Summer sales values are available during the summer months—so BUY NOW—and SAVE!

**PLAZA MOTORS**

This week we introduce the PLAZA MOTORS. Operating in Palm Springs since 1936, they have grown to be one of the largest and best equipped sales and service agencies in this area. Located at East Arenas Road and Indian Ave., they have complete facilities for all types of automobile repair work. Plaza Motors has the only Bean Visualiner and wheel balancer in the Desert Area. This expensive apparatus eliminates all the guesswork in wheel alignment. Their Sun distributor and motor tester equipment puts out a foolproof job. Body, fender and paint work are one of their specialties. They are the authorized brake and headlight testing station for the State of California and also the Cadillacs and Oldsmobile Dealers for the district.

N. K. MacDonald with a background of 30 years in the automotive business has been General Manager of the Plaza Motors since 1944. Operated his own independent garage in Los Angeles for 15 years, then joined the Rudi Doux organization in Riverside in 1939.

**REALIGN YOUR CAR'S  
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## Girls Teams Steal Spotlight In Week-End Play at Field Club With Sparkling 5 to 4 Battle

Best game of the week-end softball schedule on the Field Club was staged by two teams in the Girls League Thursday night when the Desert Stars nosed out the Mexican Chicks 5 to 4 in the first contest.

The Stars took a long lead but had to fight off a closing challenge by the Mexican Chicks. Only three baubles were made by the girls, providing the best fielding of the week.

**LOREN CRIST** did a bit of heavy hitting starting the Stars off with a home-run in the second round. In the third she batted in what proved to be the winning run after a walk and an error had put two on and singles by Connie Ferguson and a double by Corinne Crossley had scored three. Her single which scored Corinne Crossley was the deciding ace.

For the losers, Bunt Ortega got a homer with one on in the fifth to keep them in the game and then Barbara Santa Cruz batted in two in the fifth.

The line score: R H E  
Mexican Chicks 0 0 2 2—1 9 2  
Desert Stars 0 1 4 0 x—5 5 1

Barbara Santa Cruz, Vickie Moreno and Florence Montoya; Lola Bruce, Barbara Crossley and Corinne Crossley.

**IN THE SECOND GAME** Thursday Palm Springs trimmed Cherry Valley in a County League game 12 to 4 with Devers holding the visitors to five hits and his team mates pounding out 14.

The visitors started out fast when Sutton banged a Homer in the first. But that was their last scoring until the seventh.

Palm Springs came right back in the first round when the first two men singled and Cowart hit one for four bases scoring three. Devers followed him with another home run and it was 4 to 1.

**JOE SANDEFFER** socked one for four bases in the fifth with one on. The other runs came on bunches of singles.

The victory gave the Village entry in the County loop four

## Lots of Things To do in July In Southland

The All-Year Club, community tourist advertising organization, points out that this is the month when vacation visitors from other states remark, "Why—you've got NO mosquitos here," and proceed to enjoy hugely the entertaining events scheduled for summer evenings.

The All-Year Club's July calendar is sprinkled with these events which wouldn't be so comfortable in mosquito land.

Hollywood Bowl "Symphonies Under the Stars" open July 13 for eight weeks. First of Santa Monica's Outdoor Theater July 18. Bloomington in San Bernardino county gives the "Harmony Under the Moon" musical series July 12-18.

**OUTDOOR MUSIC** in the Greek Theater of Griffith Park, Los Angeles, opened for the third season July 5 with "The Merry Widow" and "Vagabond King" given in July. San Diego's Starlight Opera series opens July 8 in Balboa Park.

Leguna Beach presents its Festival of Arts July 14-25 with a cast of 200 artists, accurately costumed, posing against big painted backgrounds to reproduce 42 works of the Masters. The Pilgrimage Play opens in Hollywood July 8. The Pasadena Playhouse Midsummer Drama Festival, featuring plays of the Gold Rush days, is July 6-August 29.

**ALONG THE SEACOAST**, Huntington Beach held its 41st annual Independence Day celebration lasting July 2-5, with the rough, water swim around the municipal pier on Sunday. The Grunion Derby will be held there July 8-10 and if all is right, the small fish can be caught on the sands with bare hands. Redondo Beach dons Spanish dress for El Redondo Fiesta Days, July 12-18, with a water spectacle, parade, show, and barbecue. The Yellowtail Derby is under way at San Diego.

Floats decorated with colored lights form a beautiful Parade of Lights on the mile-high waters of Big Bear Lake July 17. Lake Elsinore in Riverside county holds a week-long Frolic ending July 4, with old-time fiddlers, harmonica, fancy beard, and bathing beauty contests.

San Diego marks the founding of its mission, in 1769, with a fiesta July 17-18, and the landing of Cabrillo in 1542 with the Old San Diego Fiesta July 24-25.

## Life Saving and Swimming Classes Still Available

Classes in swimming and life saving offered by the Riverside county Red Cross chapter may still be scheduled for communities or organizations in the county during the remaining school vacation period, it was announced this week by Ben Carpenter, chapter director of water safety.

Annual "Learn-to-Swim" campaigns are well under way or initial engagements have been completed in six cities, and others are arranged. Requests should be made as soon as possible for class dates, Carpenter said.

Funeral services will be held tomorrow at 3 p.m. at the M. H. Simons and company chapel with Dr. Henry Clark Smith, rector of All Saints Episcopal church, officiating.

## New Help for Keys

**Noted Author of Mystery Stories Reviews  
Evidence in Desert Saying Case**

Erle Stanley Gardner, famed writer of "Who Dun It?" mystery thrillers, frequently a visitor here and a close friend of several Villagers, has interested himself in the William F. Keys case and spent some time in Riverside county court house looking over the records of the murder trial which was held in 1943.

Keys is now in San Quentin serving a term on a manslaughter conviction.

**KEYS WAS CONVICTED** of the slaying of Worth Bagley in the Joshua Tree National Monument near the Riverside-San Bernardino county line across the desert from Palm Springs. The elderly desert rancher and cattleman and Bagley had been "feuding" over cattle, water rights and trespassing for some time, it was said.

At his trial Keys declared Bagley had threatened him and that he fired in self defense. But the jury brought in a verdict of manslaughter.

**WITH GARDNER** at Riverside last week was Raymond Schindler, New York detective and investigator. The two went over the records of the trial closely.

Gardner went over the details of the case in Argosy magazine last year and asked readers to give an opinion as to whether they thought justice had been done. The majority of replies indicated that they thought the case should be re-opened. Because of this Gardner, who lives near Murrieta in the county but who frequently is a caller at the Anita Haskell Jones place here, made his study of the records last week.

Hopeful of tying in the numbering to the obtaining of zoning and building codes for the Coachella Valley area, the Valley committee urged speed in setting up the system which would give farm and city homes alike numbers under a uniform system throughout the area.

Keith to the commission, "I can make the numbering survey and I am hopeful we can do the entire job, but I had expected the committee (Valley group) to ask the supervisors to provide me with more help."

The committee had failed to do so when they met with the supervisors earlier on obtaining a full-time planning technician for Coachella Valley. Since they had not had time for a earlier meeting with the Planning Commission, their needs were not fully organized for presentation to the supervisors, they commented later.

## Harry Hammond County Publisher Taken by Death

Harry Hammond, president of the Riverside Daily Press and Enterprise, died Saturday afternoon at 5 o'clock at the age of 80 years. He had been in failing health for the past two years.

Hammond had been connected with the Daily Press since 1899 and was instrumental in its great growth.

He was active and influential in county seat and county affairs for many years. He was a member of the state public utilities commission.

Funeral services will be held here tomorrow at 3 p.m. at the M. H. Simons and company chapel with Dr. Henry Clark Smith, rector of All Saints Episcopal church, officiating.

## Fourth Estate

**Wee Villagers Weekly  
Makes Appearance**

The Wee Villagers Weekly is again making its appearance with Sandra Brott, editor and fashion writer, Sue Cooper, assistant editor and doubling as a reporter, Buzz Brott selling the advertisements and also handling the sports news and Laney Cooper, treasurer.

The mast head of the papers calls attention to the fact that it is the Wee Villagers WEEKLY "only it will be published every other week."

Vol. 2, No. 2 carries the following weather prediction: "Cool in a Pool."

And the office of treasurer is no joke. The Wee Villagers Weekly carries a respectable volume of advertisements.

Final selection of 320 out of 800 Navy and Marine Corps enlisted men is under way to determine who will receive Secretary of the Navy appointments to Annapolis next fall.

A built-in battery tester developed for hearing aids makes possible for the user at any time an accurate checkup on the number of "hearing hours" remaining before new batteries are necessary.

A new steam-electric locomotive, that is expected to use 50 per cent less coal than present-day units, is one of four new-type railroad locomotives now under development by electrical engineers.

## HEADS & TALES

By JOE LAURIE, Jr.



**Robert S. Wilson**, rubber executive, illustrates by a story how people fool themselves. He tells about an antique dealer who says to a customer, "Here, take this chair. It cost me \$100 and I'll give it to you for \$25." How can you stay in business if you take losses like that? "Very easy, I enter it on the wrong side of the ledger and my accountant never finds out!"

The annual world consumption of tea is over 800 million pounds.

## Noisy Motorcyclists Assault Sheriff in Tumultuous Holiday

Palm Springs was lucky.

That was the comment of local police yesterday after reading reports of the week-end fracas in Riverside when hundreds of motorcyclists ran wild in the county seat with 28 men and women in jail after the affair.

Sheriff Carl F. Reyburn was beaten and his clothing torn when he sought to disperse a wild group of riders.

**HARRIED POLICE** who sought to maintain order as the snorting and roaring motorcycles popped up and down the main street, were bombarded with beer bottles and fire-crackers by the mob.

The block on Eighth street, between Main and Market, chief thoroughfare through town for Villagers going to and from Los Angeles via Highway 60, was literally taken over and almost awash with beer.

Motorcyclists descended on Palm Springs during last season but diligent police work kept them from the down-town sector.

In Stockton a few weeks before they had almost torn that town apart and the Riverside riot last week-end was similar to the Central California affair.

**THE CARAVAN** came into Riverside to view the motorcycle races on the Box Spring track over the Fourth of July holiday. The races were sponsored by the sheriff's department.

"But the races were for recent, respectable citizens, not for the hoodlums who took over the city afterwards," said the sheriff.

After the races the cavalcade came down into town and all night long police switchboards were jammed by irate citizens calling in to protest the noise.

**THEN THE CROWD** got out of hand. They used traffic lights as starting signals for races down the main street, tried to "burn the pavement" by skidding tires in sharp turns, held up traffic by circling around and around at intersections.

One tourist, passing through the county seat in a new automobile, tried to honk his way through a crowd of motorcyclists.

Angered, they denting his fenders and tramped on the hood of his car.

**RIVERSIDE POLICE** aided by the sheriff sought in vain to stop them. When the noisy rioting was subdued in one quarter, it started almost immediately in another.

Those jailed were booked for disturbing the peace, drunkenness and refusing to disperse.

City and county jails were jammed at one time.

Local police, reading the accounts of the affair, sighed and repeated:

"We were lucky last season."

Tropical hardwoods furnish nine per cent of all timber cut and used, according to the Encyclopedia Britannica.

## Union Pacific Official Closes

38-Year Career

Closing a railroad career of 38 years with the Union Pacific railroad, Frank Strong, manager-industrial development for the road in southern California and Nevada, retired on July 1.

Succeeding Strong in this position is A. C. Ritter, who has served as Union Pacific's industrial agent in this area since 1941.

With his retirement from the railroad, Strong also leaves his posts as president of the Overland Terminal Warehouse Company at Los Angeles, and vice-president of the Las Vegas Land and Water Company, Las Vegas, Nevada.

Gordon Ross, who has been associated with the Overland Terminal Warehouse company for more than 17 years, assumed the position of president and manager of that organization, effective July 1.

Strong joined the Union Pacific in 1910 as a resident engineer at Caliente, Nevada, and served as division engineer, industrial engineer and manager-industrial Development, which position he held from 1937 until the time of his retirement.

**The C. H. Ackers** at 354 North Calle Santa Rosa have gone to their El Monte home for the summer months.

## PALM SPRINGS VILLAGE

### THEATRE

Continuous Performance from 1:30 P. M. on Opening Day of Show

BOX OFFICE OPENS 6:30 P. M. OTHER DAYS

Telephone 4384

Always Cool and Comfortable

TUES.-WED. JULY 6-7

**BEST OF GODDARD HAZARD** with Macdonald Carey

**ROBERT HUTTON JOYCE REYNOLDS JANIS PAIGE in WALLFLOWER**

Also Wayne Morris in "BIG PUNCH"

Advertisement

From where I sit... by Joe Marsh

## Will's Hospitality Isn't "Cracked"!



Ever since January, Will Dudley planned to give his living room that "new look"—planned to carefully refinish the woodwork and plaster the walls.

Every time Will got out the putty to start filling in the cracks, a neighbor stopped by to pass the time of day—and first thing you knew, there was a group of us helping Will do the job up right. After Will called a halt to the evening's work, we'd sit around the fire enjoying a friendly argument and a sparkling glass of mellow beer.

From where I sit, so long as Will puts that atmosphere of hospitality and good fellowship ahead of everything else, we'll all be happy to help Will change the looks of his living room any time he wants.

Joe Marsh

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A great author is host on a great new program...



JAMES HILTON

selects the stories for

## "Hallmark Playhouse"

KCMJ-Thursday, 7:00 p.m.

## WOODRIDGE School for Girls

## SUMMER CAMP OPENS JULY 1

The school's luxurious buildings and 30 acre campus on The Mesa Mira Villa have been staffed with the best personnel—to insure your girl's enjoyment of a guided, wholesome, stimulating vacation. Activities will include: Riding, Swimming, Tennis, Badminton, Hiking, Arts and Crafts, Dancing, Dramatics, Archery... Optional tutoring is available from the highly qualified members of the school staff.

Students may register now for the WOODRIDGE SCHOOL FOR GIRLS' Academic Year beginning in September. Early reservations are recommended.

TELEPHONE: Beaumont 2645

CLASSIFIED ADS—PHONE 2249

**This Side of Sun . . .**

wants to sell or not . . . The other day Mr. and Mrs. Sol Lesser came to look at it . . . They thought that it might be just what they were looking for for their son . . . There was a commotion outside and Mr. Lesser disappeared to see what was going on . . . The commotion continued and the ranch owner and Mrs. Lesser went to look . . . They saw a real race . . . In front by a half length was one of the disreputable hens that the owners' boys keep for an occasional egg, second by a neck was the Lesser poodle, recently clipped as a poodle should be . . . Third by a length was the chauffeur with Mr. Lesser coming up fast on the outside . . . The hen won by a nose, slipping under a door . . . All goes to show that no matter how you trim and beautify a dog—the instinct of the chase is still there.

**MET A PASTOR** friend of mine Sunday who was chuckling over a story he says is true—and I must believe him . . . The mother of one of his parishioners, quite elderly and a bit infirm, came to visit . . . The parishioner, alarmed by her mother's weakness, called a doctor . . . After the latter left, the mother said: "I think your minister is quite a nice man . . . " "That wasn't the minister, mother, that was the doctor." . . . "Mmm'm," said the old lady, "come to think of it, he was awfully familiar for a minister." . . . Am awaiting August to make another scientific experiment . . . Having long ago eschewed the idea of frying an egg on the sidewalk when it really gets hot here, because it's been done in too many places, I have now also given up the idea of trying to pop corn . . . One of these days when it warms up, am going to place a cucumber in the sun . . . To see if it really stays cool.

**I THINK** that local realtors are smart in not plastering houses here with For Sale signs . . . Along my brief week-end excursion saw many little towns with these signs stuck on almost every lawn . . . Got the impression that the neighborhoods were no good and everybody was trying to get out . . . If other people get the same reaction then the signs defeat their purpose . . . There's a bit of good psychology there . . . Without a For Sale sign showing it looks like nobody wants to sell and if people think no one wants to sell, that's where they want to buy . . .

**DUG DOWN IN** the old fish box yesterday for the first time in many weeks . . . Threw out all of the references to street signs, we'll have them soon—benches, we got some of them now, but am saving the notes on Siestas and will soon start a new file—trees for the benches . . . When I figure out a way to get the trees through the cement sidewalks, will unleash the drive . . . Somehow, a note intended for the July layer worked its way down into the November section along with Thanksgiving notes . . . But I can't let a gem of thought go to waste so here it is, as written last Spring for use on July 2: Oh, rum and gas, they do not mix Abstain and be here July Six.

**SOME TIME AGO** when Hal Davis gave forth with an idea on how to keep phonograph records clean and scratch free by saying that they could be wiped with a damp rag, I went him one better and bought a fine sponge for the purpose . . . Since the day I bought it I haven't been able to find it until looking into the fish box . . . There it was, all dried up . . . I think it's about time I am likewise.

For years all kinds of foods and many beverages have been preserved in cans. Strangely enough the prime necessity of life, water, has only recently been canned with success, despite a long-standing need for such a product.

Hedges were such important parts of the old Roman gardens that those who cared for them often pruned them to a dignified title.

**The Desert Sun**

Tuesday, July 6, 1948

OLIVER B. JAYNES  
Owner and PublisherIssued Every Tuesday and Friday  
At Palm Springs, Calif. Phone 2249Entered at the Post Office at Palm Springs, California, August 5, 1927  
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Member  
Calif. Newspaper Publishers Ass'n.  
National Editorial Ass'n.Address all correspondence to  
The Desert Sun, P. O. Box 190,  
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Cooling**HENRY A.  
SIMSARIAN**850 N. Palm Canyon Drive  
PHONE 7414**LINCOLN MERCURY****LINCOLN-MERCURY**Heating and  
Cooling**JENKINS MOTOR CO.**

INDIO, CALIF.

**LINCOLN and MERCURY**

Authorized Dealer for

**PALM SPRINGS AND COACHELLA VALLEY**

Cars on Display in Our Show Room

Sales - Service - Parts—1 Mile South on 99

**LINCOLN MERCURY****LINCOLN MERCURY**

PALM SPRINGS, CALIF.  
Tuesday, July 6, 1948**Destroyed**Newest Animal at McRory  
Home Departs World

As if the Dr. O. B. McRory's, Valmonte del Sur, didn't have enough pets, what with Gertrude, the turtle, a duck, a goose and so

on, a large crane landed there Friday.

Examination revealed the bird had suffered a broken leg.

Following consultation with humane officers and police, it was decided to put the bird out of its misery.

That job was delegated to police and carried out south of town.

**DESERT HOT SPRINGS, CALIF.**

To relax—to build up energy try a natural hot mineral water bath or dip in the warm mineral water pool. Open every day from 10 A. M. to 10 P. M. The only Mineral Water Resort City in the West, with bungalows, apartments, hotels, theater, ball park and shopping district. For information write L. W. Coffee, or phone DHS 121. Business and residential property available with Public Utilities: water, lights, natural gas and telephone exchange. L. A. Office, 257 S. Spring St., L. A. 12. Phone MUtual 8459

It's EASY to

**REDUCE**  
with WinsLose up to 10 lbs.  
in 10 days!

A delightful way to win a slender, romantic figure!

NO STARVING with WINS... WINS are delightful. Eat things you like, while WINS help curb your appetite and avoid that "empty feeling." WINS provide protein to tone muscles and aid against sagging flesh. They contain vitamins and minerals—B-1, B-2, phosphorus, calcium, iron and other nutrition essentials.

NO EXERCISE or MASSAGE... Simply chew WINS just before meals, or take them in water. WINS tablets taste good. Between meals, take WINS when you crave fattening snacks. What a delightful, easy way to restore your vibrant beauty!

NO DRUGS or LAXATIVES... A pure food, not a drug. WINS' absolute safety is insured through Lloyd's of London. Thus you are sure WINS contain no harmful ingredients.

LOSE WEIGHT or MONEY BACK... Tests prove we can guarantee you will lose weight, look better, and be completely delighted with WINS—or the full purchase price will be refunded. Your doctor will tell you excess fat means more work for your heart, may increase susceptibility to heart disease. Follow his advice. Avoid dangerous methods. Eat sensible, and reduce the easy, pleasant WINS way.

**BUY WINS TODAY!**Introductory Offer—\$1.50 (90 Tablets)  
Economy Size—\$3.00 (225 Tablets)THE VILLAGE PHARMACY  
On the Corner Phone 4321

BE THRILLING TO HOLD...

**Adds the Chef's touch  
TO HOME COOKED MEALS**

**MAKES...**  
Meats "de luxe"  
Rich savory gravies  
Appetizers at their best  
Sumptuous fruit  
or green salads  
Delectable topping  
for desserts

KNUDSEN PRESENTS:  
"Twilight Tales" KPRO, Tuesdays and  
Thursdays, 6:15 P. M.Write for New Knudsen Recipe Book  
(Containing Hampshire Sour Cream  
Recipes)Knudsen Creamery Co.  
Dept. 4, 1049 Broadway Avenue  
San Bernardino, California

**Knudsen**  
**HAMPSHIRE SOUR CREAM**  
"The Very Best"  
★ SOLD ONLY AT FOOD STORES ★

**Radio Log****KCMJ**

Dial 1340

**MONDAY THROUGH FRIDAY DAYTIME FEATURES**

7:00—Morn. Headlines	2:30—House Party
7:30—Sundialers Club	11:00—2nd Mrs. Burton
7:30—Bob Garred, news	11:15—Perry Mason
7:45—Fred Beck	11:30—Nora Drake
8:00—Music in Morning	11:45—Evelyn Winters
8:30—Notes for the Day	12:00—Milton Charles
9:00—W. Warren, news	12:15—Hilltop House
9:15—Aunt Jenny	12:30—K. Manning, news
9:30—Helen Trent	12:45—Vocal Line
9:45—Our Gal Sunday	1:00—Luncheon Music
10:00—Big Sister	1:20—World & Wall St.
10:15—Ma Perkins	1:30—Concert Master
10:30—Young Dr. Malone	1:45—Masterworks of Music (T, Th)
10:45—Guiding Light	2:00—Music, Just Music
	2:15—Old Summertime

**TUESDAY EVENING FEATURES**

6:00—Music to Remem.	6:00—Your Song and Mine
6:15—V. A. Reports	6:30—Harvest of Stars
6:30—Hit the Jackpot	7:00—Man Named Jordan
7:00—Studio One	7:30—The Whistler
8:00—Lowell Thomas News	8:00—Lowell Thomas News
8:15—Socialist Workers Party	8:15—Treasury Bandstand
8:30—Mr. & Mrs. North	8:30—Dr. Christian
9:00—Mystery Theatre	9:00—Capitol Cloak Rm.
9:30—Robt. Q. Lewis	9:30—Robt. Q. Lewis
9:45—Night Editor	9:45—Softball
10:00—Chet Huntley News	10:00—Chet Huntley News
10:15—Music for Party	10:15—Music for Party
10:25—U. P. News	11:25—U. P. News

**WEDNESDAY EVENING FEATURES**

6:00—Suspense	6:00—Playhouse
6:30—Crime Photog'her.	7:30—Doorway to Life
7:00—Treasury Bandstand	8:00—Lowell Thomas News
7:30—The Whistler	8:15—Treasury Bandstand
8:00—Lowell Thomas News	8:30—Mr. Keen
8:30—Mr. & Mrs. North	9:00—Dr. Standish
9:00—Mystery Theatre	9:30—Robt. Q. Lewis
9:30—Robt. Q. Lewis	9:45—Night Editor
9:45—Night Editor	10:00—Chet Huntley News
10:00—Chet Huntley News	10:15—Music for Party
10:15—Music for Party	11:25—U. P. News

**THURSDAY EVENING FEATURES**

6:00—Suspense	6:00—Playhouse
6:30—Crime Photog'her.	7:30—Doorway to Life
7:00—Treasury Bandstand	8:00—Lowell Thomas News
7:30—The Whistler	8:15—Treasury Bandstand
8:00—Lowell Thomas News	8:30—Mr. Keen
8:30—Mr. & Mrs. North	9:00—Dr. Standish
9:00—Mystery Theatre	9:30—Robt. Q. Lewis
9:30—Robt. Q. Lewis	9:45—Night Editor
9:45—Night Editor	10:00—Chet Huntley News
10:00—Chet Huntley News	10:15—Music for Party
10:15—Music for Party	11:25—U. P. News

**Average Tax Levy  
In County Above  
Figure for State**

Average property tax levy per \$1,000 of valuation in Riverside county was \$56.45 for 1947-48, compared with the state-wide average of \$50.53 for 1947-48 and with the \$57.99 levy in the county for 1946-47. California Taxpayers said today, analyzing the burden of local property taxes—for counties, cities, schools, and special districts—in California counties.

Total property tax levy in the county for 1947-48 amounted to \$8,083,113. Assessed valuation of taxable property for the year was \$143,200,180.

**LEVY FOR 1946-47** amounted to \$7,380,559, while the taxable valuation of property in the county was \$127,278,160.

Throughout the state, property tax levies averaged \$50.53 per \$1,000 of taxable valuation for 1947-48, compared with an average levy of \$52.06 per \$1,000 for 1946-47, the Taxpayers' association said. Total levy statewide for 1947-48 was \$555,546,929, and total value of taxable property was \$10,994,622,625. For 1946-47 local property tax levies throughout California reached \$473,810,949, while total assessed valuation of property amounted to \$9,100,823,858.

**WARNING** that the expenditure programs of local governments are the basis for local property tax levies, the Taxpayers' association said:

"The spending proposals for local governments for 1948-49 will be directly reflected in local property tax levies for 1948-49."

"If budgets of counties, cities, schools, and other districts for 1948-49 are higher than they were for 1947-48, local property tax levies will be higher."

"The only salvation for the local property taxpayer is to line up solidly behind local drives for economy in government," the Taxpayers' organization declared.

**At Lake Tahoe**

Frank Murray Now With  
Biltmore Until Fall

Frank Murray of the El Dorado hotel is at Lake Tahoe, associated with the Tahoe Biltmore hotel until Sept. 1. During his absence his brother, Lawrence Murray, will operate the hotel which will remain open all summer.

En route north Murray stopped over at Lake Arrowhead to leave his daughter, Francine, who will spend the summer there.

Murray will be back in the fall to re-open the plunge at the hotel which is closed for the summer.

**Resigns Post**

Babbage In Own Office  
Until State Sessions

John D. Babbage, who next January goes to Sacramento to represent the 76th district—Riverside county—in the state assembly, resigned as deputy district attorney as of June 30 and opened a private law office in Riverside. He had been in the county office for about three years.

Babbage won both republican and democratic nominations at the June 1 primary and will be unopposed in the November election. He will succeed Philip L. Boyd, incumbent, who declined to run for re-nomination.

Real Estate Salesman: "Would you like to see a model home?"

Prospect: "Glad to, what time does she quit work?"

Unless we mobilize our votes and elect men and women to Congress who will represent the rights of labor, it will be a rare union two years from now that will be able to stand up under the blistering attack we can expect from the National Association of Manufacturers. — Jack Kroll, CIO political action director.

**PRODUCES NUTMEG**

The plant that produces mace, widely known as spice, produces nutmeg also. Mace is the covering which envelops a part of the shell of the nutmeg and one can not be grown without the other.

**From where I sit... by Joe Marsh****Will's Hospitality  
Isn't "Cracked"!**

Ever since January, Will Dudley planned to give his living room that "new look"—planned to carefully refinish the woodwork and plaster the walls.

Every time Will got out the putty to start filling in the cracks, a neighbor stopped by to pass the time of day—and first thing you knew, there was a group of us helping Will do the job up right. After Will called a halt to the evening's work, we'd sit around the fire enjoying a friendly argument and a sparkling glass of mellow beer.

From where I sit, so long as Will puts that atmosphere of hospitality and good fellowship ahead of everything else, we'll all be happy to help Will change the looks of his living room any time he wants.

*Joe Marsh*

**Riverside County  
Is Getting Richer  
Steadily, Report**

Riverside county is getting wealthier every year.

That's what County Assessor Frank Burchfield decided Thursday as he closed the books on the 1948-49 secured tax roll.

The county collected \$435,000 in taxes on unsecured assets—that's furniture and other movable equipment on rented or leased real estate—between March 1 and the end of the fiscal year Thursday.

Ten years ago only \$70,000 was collected.

The increase has been mainly due to increased population and wealth in the county, Burchfield said. Inflation hasn't much to do with it because property is still assessed on about the basis of its 1940 value.

The Navy has taken over nearly 650,000 acres of public lands at Inyokern, California, as proving grounds for guided missiles and rocket research program.

**CLOSED TUESDAY ONLY**

Creeks and small non-navigable rivers are the property of the owners of the land through which they flow.

A true lover of music is a man who, on hearing a soprano voice in the bathroom, puts his ear to the keyhole.

**DESERT HOT SPRINGS THEATRE**  
Box Office Opens 6:30 P. M.

**CLOSED TUESDAY ONLY**

**WED.-THURS. JULY 7-8**

IRENE DUNN

in

**"I REMEMBER MAMA"**

SHORT

CARTOON

FRI.-SAT.

JULY 9-10

VICTOR MATURE

in

**"The Fury of Furnace Creek"**

Also

**'Best Man Wins'**

**TIME'S AWASTIN!**

**HURRY!**

**HURRY!**

**GOLD RUSH**  
for Golden State Ice Cream  
Closes July 31, 1948  
**\$15,000.00 IN CASH PRIZES**  
for California folks only!

Get your Official Entry Blank at your Golden State Ice Cream dealer's—send off your entry today! Someone right here in California will win that \$5,000.00 First Prize—and it might as well be you!

GOLDEN STATE COMPANY, LTD.

You strike it rich in  
**Golden State ICE CREAM**

**INVESTIGATORS**

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**GUARDS**

For Any Occasion

**24-HOUR SERVICE****PRIVATE PATROL SYSTEM**

## Villagers' Views

### OLD ALMA MATER

Editor, The Sun: Did you ever walk the halls and campus of your old Alma Mater where once you knew everybody and today no one even looks in your direction? They held the 100th anniversary of Geneva College from which I went forth to conquer in 1891 and I was just among those present. A great pageant telling a fascinating story. My father, John Macartney was one of the early builders of the institution.

They use no instrument in the worship of God and sing only the Psalms. They pay a tithe into the church treasury. The sermons are long, likewise the prayers.

They tell a story of a certain legislator who attended a service. He bowed his head and put his hand over his eyes. After three minutes he began to peek through his fingers, after six he looked around boldly. The preacher prayed on. After nine minutes the senator turned to his neighbor and whispered: "What is this, a filibuster?"

And we did all the chores on Saturday—wash the buggy, cook the food, grind the coffee, shine our shoes—so that Sunday could be devoted entirely to church work.

Nevertheless, if we had 75,000 families today in our country who ordered their lives and conduct according to the word of God we would not be in the fix we are in now.

Our former home, "Fern Cliff", adjoining the campus was a love-

ly mansion and is now the residence of the president, Dr. Miller Pearce, one of my boyhood playmates. A stately edifice is the Macartney Library, built to honor the family name.

The installation of the huge bell in the College building was quite an event. With block and tackle half a hundred students walked down the hill pulling the long rope and the bell went to its appointed place. The rich full tone of the great bell still peals over the entire valley. My mother raised the money for the bell—\$1,000—among her family over in Scotland. The motto over the bell reads: "Pro Christo et Patria". For Christ and the Fatherland, a noble and timely word for those living today.

The College has about 700 GI students. When the GI educational aid runs out next year, shifting of this revenue from the government will seriously burden those schools which are not endowed.

I listened to and saw the republican convention at Philadelphia via television. A plan circled above our city at a height of 25,000 feet and picked up and re-broadcast the pictures of the session.

Tonight, I'll see the prize-fight. It is sweltering hot here, 92 degrees with plenty of humidity. Tomorrow I join Mrs. Macartney in New England for sight-seeing and perhaps some writing.

Best wishes.  
John Robertson Macartney.

president reported that the roads were to be dragged by the R. P. Shea company and kept in condition until taken over by the county.

Plans were likewise completed for the maintenance of the Rancho Mirage swimming pool, for the benefit of resident members and their guests; rules and regulations for its use were drawn up and approved, regulating the privileges at the pool, which will be under direct supervision at all times, until the closing hour at 7:30 p.m. with special privileges arranged for the use of the pool beyond this time.

Summer meetings of the board were adjourned until September 16, or subject to the call of the president, with powers vested in the officers to carry on the functions of the association during this period.

Ashes of wood, soft coal, and hard coal are all valuable to loosen heavy clay soil, but it is best to let soft coal ashes weather for a season, to get rid of toxic substances.

### LEGAL NOTICES

#### CERTIFICATE OF FICTITIOUS NAME

I, the undersigned, do hereby certify that I am transacting a general sheet metal business under the firm name and style of "TRAMVIEW VILLAGE SHEET METAL WORKS," that the principal place of business is on Highway 111, approximately one mile West of Cathedral City, County of Riverside, State of California; that I am the sole owner of said business and my address is as follows, to-wit:

F. O. Box 97  
Cathedral City, California.  
IN WITNESS WHEREOF, I have hereunto set my hand this 19th day of June, 1948.

J. H. HARRIS  
STATE OF CALIFORNIA,  
COUNTY OF RIVERSIDE, ss.  
On this 19th day of June, 1948, before me, EUGENE E. THERIEAU, a Notary Public in and for said County and State, personally appeared J. H. HARRIS, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written. (Seal) EUGENE E. THERIEAU  
Notary Public in and for the County of Riverside, State of California.  
Pub. Sun, June 22, 1948, July 6, 1948

No. 3768  
CERTIFICATE OF PARTNERSHIP  
DOING BUSINESS UNDER A  
FICTITIOUS NAME  
Civil Code Sec. 2466-68  
STATE OF CALIFORNIA,  
COUNTY OF RIVERSIDE, ss.

We hereby certify that we are partners transacting business at 640 North Indian Ave., Palm Springs, California, and on Highway 99, Garnet, California, County of Riverside, State of California, as co-partners under a fictitious name, to-wit:

"PALM SPRINGS STORAGE & SUPPLY COMPANY".

We further certify that we are the sole owners and proprietors of said business. Our names and full and place of residence are as follows:

David Margolius, Ambassador Hotel, Palm Springs, California.  
Beulah Margolius, Ambassador Hotel, Palm Springs, California.

IN WITNESS WHEREOF we have hereunto set our hands this 16th day of June, 1948.

BEULAH MARGOLIUS  
Ambassador Hotel, Palm Springs, Cal.

DAVID MARGOLIUS  
Ambassador Hotel, Palm Springs, Cal.

STATE OF CALIFORNIA,  
COUNTY OF RIVERSIDE, ss.

On the 16th day of June in the year one thousand nine hundred and forty-eight before me personally appeared David Margolius and Beulah Margolius, known to me to be the persons whose names are subscribed to the foregoing instrument and they acknowledged to me that they executed the same.

WITNESS my hand and the seal of

### LEGAL NOTICES

my office this 16th day of June, 1948.  
(Seal) G. E. PEQUEGNAT  
County Clerk and Ex-Officio  
Clerk of the Superior Court  
in and for Riverside County.  
State of California.  
By JEANNE THORSON, Deputy.  
Desert Sun, June 22, 29, July 6, 13,  
1948.

### NOTICE OF TRUSTEE'S SALE

No. 14596  
As Trustee under Deed of Trust made by John M. Tomasic and Josephine G. Tomasic, husband and wife, dated February 27, 1947, recorded April 15, 1947, in Book 812, Page 325 of Official Records of the Recorder's Office of Riverside County, California, securing among other things a promissory note for \$8000.00 in favor of Joseph E. Walsh and Gladys Walsh, husband and wife as joint tenants, the United Title Guaranty Company, a corporation on Friday, July 30, 1948, at 10:00 o'clock A. M. at the West entrance of the County Court House, in the City of Riverside, County of Riverside, State of California, will sell all right, title and interest conveyed to and now or on said date held by said corporation under said Deed of Trust in the real property situate in the County of Riverside, State of California and described as follows:

The Westerly rectangular 100 feet of Lot 194 of CATHEDRAL CITY, as shown by Map on file in Book 13, pages 24, 25 and 26 of Maps, records of Riverside County, California.

Sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession or encumbrances to pay the balance of principal of said note, together with interest due thereon, advances, if any, under the terms of said Deed or Transfer, fees, charges and expenses of the Trustee and of trust created by said Deed or Transfer.

The beneficiary under said Deed or Transfer by reason of a breach or default in the obligations secured thereby heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and written notice of breach and election to cause the undersigned to sell said property to satisfy said obligations, and thereafter on March 26, 1948, the undersigned caused said notice of breach and of election to be recorded in Book 899 page 321 of Official Records in said Recorder's Office.

Witness the Corporate name and Corporate seal of said corporation, Trustee, by its officers thereunto duly authorized, this 6th day of July, 1948.

UNITED TITLE GUARANTY COMPANY  
By BEN H. LEWIS,  
President.  
Attest: R. O. LEWIS  
Secretary  
(CORPORATE  
SEAL)  
Desert Sun July 6, 13, 20, 27, 1948.

### CLASSIFIED ADS

Phone 2249  
RATES  
One Two Four One  
Time Times Month  
.30 .45 .80 1.60  
LINE

● LIBERAL DISCOUNT FOR PAYMENT IN ADVANCE.  
COUNT 26 LETTERS AND SPACES PER LINE . . . LARGE TYPE CHARGED AS 3 LINES.  
● MINIMUM: 3 LINES.  
● RATES BASED ON CONSECUTIVE ISSUES.

### Lost and Found

10

LOST: Monday night: Black suede cloth envelope bag, containing very necessary reading glasses. Finder please notify Patricia Pierson, Rt. 1, Box 139G, Indio, or phone P. S. 1093. Reward.

### Personal

12

ALTERATIONS, professional dressmaking. Phone 8821 for appointment.

### ALTERATIONS

Men's and women's clothing, 233 E. Amado Rd. Phone 5023.

### Miscellaneous Services

15

PORABLE AND OFFICE TYPEWRITER RENTALS

CAMPBELL, 156 S. Indian

Opposite Post Office

MIMEOGRAPHING

ADDRESSING—MAILING

Credit Bureau—Phone 2738

### Moving—Storage

19

TELEPHONE

2249 2240

AND LET THE TRAINED

AD-VISOR WRITE YOUR

CLASSIFIED ADS

THE DESERT SUN

174C (THE CENTER)

Local and Long Distance

HAULING

City Pick-up and Delivery

PALM SPRINGS

TRANSFER CO.

Also TOPSOIL and TRASH

Phone 4305, or P. O. Box 861

### HOUSE MOVING

Estimates Given

Wright and Leonard

P. O. Box 25, Palm Springs

Phone 3803

MOVING—Border to Border—

Coast to Coast. Fast insured

service. Will move you to or from Palm Springs, to any part of U. S. Lowest rates. No crating necessary. Free estimate, day or evening. Also monthly storage.

VALLEY FURNITURE CO.

Indio, Calif.

Phone Coachella 83496

STATE OF CALIFORNIA,  
COUNTY OF RIVERSIDE, ss.

On the 16th day of June in the

year one thousand nine hundred and

forty-eight before me personally ap-

peared David Margolius and Beulah

Margolius, known to me to be the

persons whose names are sub-

scribed to the foregoing instrument

and they acknowledged to me that they ex-

ecuted the same.

VALLEY FURNITURE CO.

Indio, Calif.

Phone Coachella 83496

WITNESS my hand and the seal of

the Board of directors of the

Rancho Mirage Community asso-

ciation were the guests of the

Swetlands at an informal break-

fast meeting held at 9:00 a.m.

Sunday, July 4th, at the home of

the president. Those present were

Maurice J. Swetland, president;

Herbert H. Foster, vice president;

James W. Ramsey, treasurer; C.

Edward Jones, chairman of the

Membership committee; A. P.

Burgard, Mrs. Estella Ewart,

Rancho Mirage, ex-officio mem-

ber appointed in the absence of

Harry Holt; Mrs. Ralph W. Pier-

son, guest at the meeting and

Mrs. Lilli C. Swetland, who acted

as assistant secretary in the ab-

sence of Rear Admiral Charles

W. Weitzel, U.S.N. Ret'd, secre-

tary of the association.

Several urgent matters were

discussed and acted upon, the

most important of which was the

completion of the dedication of

roads of Rancho Mirage to River-

side county, a program which has

been sponsored for some time by

the Board. The meantime, the

WITNESS my hand and the seal of

the Board.

WITNESS my hand and the seal of

the Board.

**DIRECTORY**  
of  
**Palm Springs**  
and Desert Area  
**REAL ESTATE DEALERS**

## PALM SPRINGS

ANDERSON, GUY &amp; RAY 2064

773 N. Palm Canyon Dr.

BANK, ELLIOTT M. &amp; ASSOCIATES 2883

503 N. Palm Canyon Dr.

BASSETT, CLINTON 7133

601 E. Andreas Rd.

BECKLEY, BENTON 7478

Opposite George's Steak House

BELYEA, MARIE 2817

343 N. Palm Canyon Dr.

BORREGO SPRINGS CO. 3666

8 The Plaza - 2793

BURKET FEEKINGS &amp; VEITH 7053 - 754 N. Palm Canyon Dr.

CAMERON, DON 1091

Ranch Mirage Hwy 111

CREEK, RAYMOND 8444

285 N. Palm Canyon Dr.

EMMONS REALTY CO. 7882

238 S. Highway 111

FOSTER, H. H. ASSOC. INC. 3555 - 101 N. Palm Canyon Dr.

FOUTZ, RUTH 2216

443 N. Palm Canyon Dr.

FULTON, MURIEL E. 2226

482 N. Palm Canyon Dr.

GRILL, ERNEST, JR. 6666

344 N. Palm Canyon Dr.

HAGER, BELL B. 4873

122 S. Indian Ave.

HICKS, HAROLD J. 2736

813 N. Palm Canyon Dr.

HILLER, RAY 2957

444 N. Indian Ave.

HYDE, CORA BELLE 5101

290 N. Palm Canyon Dr.

ISRAEL, ADOLPH 2981

507 N. Palm Canyon Dr.

JAMES, MARTHA 7876

457 N. Palm Canyon Dr.

KAGNA, A. L. 2782

278 S. Palm Canyon Drive

MATHEWS, CHARLES 2772

463 N. Palm Canyon Dr.

MATLOFF, BESS 3191

235 N. Palm Canyon Dr.

MILLER, FRANK W. 2929

428 N. Palm Canyon Dr.

MUNHOLLAND &amp; CO. 3673

431 N. Palm Canyon Dr.

NARDONI, AUGUST M. CO. Realtors 2781

380 N. Palm Canyon Drive

NICHOLS, CULVER 2182

861 N. Palm Canyon Dr.

OLMAN, GEO. REALTY CO. 2906 - 457 N. Palm Canyon Dr.

ROSE, DAVE 2844

Palm Springs Investment Co.

252 N. Palm Canyon Drive

PALM SPRINGS RLTY CO.

2832 - 260 N. Palm Canyon Dr.

RANSOM &amp; HINKLE 3666

The Plaza

REID, WADE &amp; BECK 4771

311 S. Palm Canyon Dr.

ROCKS, MADGE O. 7375

1441 E. Ramon Road

SHEPTENKO, PETER B. 7366

475 N. Palm Canyon Dr.

STERNS, I. C. 2814

465 N. Palm Canyon Dr.

SENTINAL RLTY CO. 2907

315 N. Palm Canyon Dr.

TAHQUITZ RIVER ESTATES 7534 - 850 S. Palm Canyon Dr.

VENGER, LEWIS 9084

226 N. Palm Canyon Drive

CATHEDRAL CITY

ARNER, SAM D. 1181

BLAKELEY, M. H. 1493

HILLERY, WILLARD R. 1157

(Dial 2721 for above)

DESERET HOT SPRINGS

COFFEE, L. W. DHS 121

3 W. Pierson Blvd.

COVEY, C. C. DHS 256

W. Pierson Blvd.

HULME, HENRY M. DHS 106

17 N. Palm Drive

SMITHWICK, CONSTANCE DHS 337 - 110 W. 6th St.

PALM VALLEY AREA DHS 111

RANCHO MIRAGE TRACT OFC. 1096 - Rancho Mirage Hwy 111

PALM DESERT CORP. TRACT OFC. 1096 - Indio 7532

Highway 111

PALM VILLAGE LAND CO Highway 111 Indio 7537

PALM DELL CORPORATION

Palm Dell - Hwy. 111

SAN GORGONIO PASS

Banning

BANNING REALTY CO. 4044

68 S. 1st St.

CHAMBERS &amp; CHAMBERS 575

111 N. San Gorgonio Ave.

HICKIE'S 2643

65 N. San Gorgonio Ave.

MURIEL E. FULTON 4934

Guy Sartin, Assoc.

156 N. San Gorgonio Ave.

STOWELL, FRANK 4523

181 W. Ramsey St.

STROUT REALTY CO. 2483

977 W. Ramsey St.

THOMPSON, ROSE 4645

55 N. 1st St.

Beaumont

FUNK, J. DREW 2151

284 W. 5th St.

GRANT, LEWIS N. 2744

399 E. 6th St.

MELLOR, CARL 2834

660 Beaumont Ave.

STROUT REALTY CO. 3413

214 E. 6th St.

**Building Code for Coachella Valley Meets Obstacles**

Delegation Told That Law Cannot be Drawn Just For One County Area

Whether the six-point program drawn up by the Coachella Valley Advisory Planning committee at a meeting at the El Paseo theater here two weeks ago for a zoning and building code for the desert area is adopted depends on a study now being made by the county planning commission.

The program mapped here sought establishment of zoning measures for the desert area and also set up a local board to decide on building regulations.

AT A MEETING in Riverside last week, the Coachella Valley delegation was told by the commission's legal advisor, Robert Fitzgerald, that the basic zoning ordinance passed by the board to protect the area around the proposed University of California expansion east of Riverside, made it possible for any area in the county to bring requests for amendments setting up district zoning and having hearings set.

The zoning does not, however, include any building code regulations and the building code cannot be adopted for certain districts but must be an ordinance that has county-wide application, Fitzgerald explained.

L. C. LEWIS, Cathedral City, urged enactment of a building code to prevent destruction of property values. He said that the present lack of building regulations for unincorporated areas of the county was an invitation for illegitimate land uses and that with much new building now planned for the Coachella Valley the time for setting up a building code is right now.

Questioned as to the attitude of the board of supervisors on the building code matter, Commission Chairman A. C. Fulmor said that he did not expect enactment of the regulation, which the commission drafted and presented to the board some time ago, until very late in the year, if at all. He implied that the subject was too critical for solution in an election year.

SHALER E. WILDER, commission member from Indio, told the delegation that it had been his observation that the building code adoption had been defeated each time it had been brought up because many citizens appeared at the board hearings and talked against it.

He suggested that to assure its passage it would be necessary for the group to recruit enough citizens in favor of the building regulation to talk down the opposition.

Rye as a field crop first was grown in what is now the United States in New England in 1648.

**Dos Palmas News**

Palm Springs visitors, attention: Cool off in the evening; drive north on Indian Avenue until you come to the light on the two palms and see how cool it is north of highway 99. Well folks, this morning I was forced to mow my lawn in front of the office. The grass really grows when you have plenty of water. From our 700 foot well we have an abundance of nice soft water and the folks that have already moved in our houses are happy planting trees and shrubs. FHA has given the houses their final inspection and for \$4550.00 you get a fine house with a large lot with lights, gas and paved streets installed and paid for.

Use your lemon reamer for squeezing onion juice.

Excellent location. 3 bedrooms, 2 baths. Guest house with bath. Hardwood floors. Heat. Two large lots.

\$42,000

\* \* \*

Palm Canyon Frontage. Over 100' x 140' deep.

\$30,000

\* \* \*

Two adjoining lots. Near big name home.

Both for \$4100

A good deal!

\* \* \*

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DOS PALMAS TRACT

Strong &amp; Dickinson Developers

Earl F. Brizendine Exclusive Selling Agent

P. O. Box 179, Palm Springs

In popular Tennis Club neighborhood—  
Large Residential Lot in Rancho Royale  
Outstanding Value  
\$2750In popular Tennis Club neighborhood—  
Fine Residential Location  
\$7500**The Desert Sun****REAL ESTATE SECTION**

All the News, Announcements, and Advertisements you'll want to follow in each issue of the paper, reporting the development of the great Desert Empire surrounding Palm Springs—showing new developments, improvements, sales and offers for sale—of the Improved Properties, Ranches, and Acreage in this, the Fastest Growing Desert Area in the Great Southwest.

**New School Unit Will Swell Total**

July School Unit To be Given Boost

With the award of contract for the construction of a new unit to cost \$259,826.26 in the master plan at Palm Springs high school last week by school trustees, July's building record was assured of a good start and the year to date will pass the \$3,000,000 mark during the week.

In the past two years building operations in the Village have exceeded \$6,000,000 each year. At the half way mark last Thursday the record for 1948 was only \$923 short of \$3,000,000.

P. M. Swart at the building office pointed out that last year slightly more than \$2,000,000 in new building was started in the first half of the year but in the last half, more than \$4,000,000 in construction was started here, making the total for 1947 well over the \$6,000,000 mark.

"If the same trend prevails this year, we'll be all right with the start we've got," he said.

There has been only one month since April, 1947, when building operations here were below the half million dollar level. That was in April. Highest months in that time was December, 1947, when building permits issued by the local department totalled one and one half millions.

Max Bookman, chief engineer for the district, told the board of supervisors that a number of large flood control projects, including dams and stream diversion, will make additional engineering aid necessary.

If the board approved the district request the firm will be retained to do two days field work in the county each month and to confer on problems with the district engineer at any time. The retailer would cost \$200 monthly, plus expenses. Action was delayed.

Bookman said the firm is headed by Rush T. Sill, geologist for the Metropolitan Water district when the San Jacinto tunnel was drilled, and Donald M. Baker, famed water specialist.

After spending a week-end at William Randolph Hearst's estate, Will Rogers sent the publisher a bill for services as a professional entertainer. Hearst explained that he had invited Will as a guest.

"When people invite me as a guest," snapped the humorist, "they invite my wife, too. When they ask me to come alone, I go as a professional entertainer."

All acids in fruit do not remain acids in the body. Citrus fruit acids change to alkaline.

Land in the Desert without water is useless. But don't be misled. Water sometimes is a menace in the desert as in other places. If